

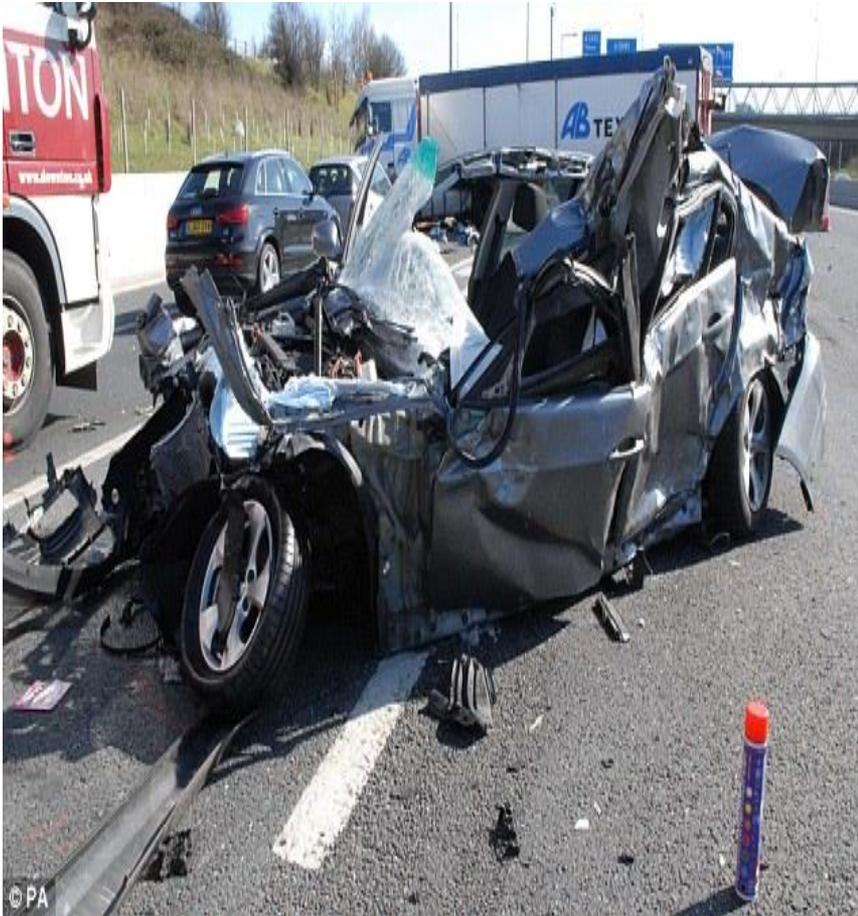
# Always look on the bright side of life

- I'm a better driver than .....
- I've been driving for 35 years and never .....
- The problem is boy racers .....
- Women drivers are the biggest problem .....
- Older drivers - they're the dangerous ones .....
- White van man .....
- It won't happen to me .....

**OPTIMISM BIAS and REINFORCED BEHAVIOUR**



# Credible Risk?



- Graphic? ✓
- Memorable? ✓
- Shocking? ✓
- As bad as it gets? ✓
- Real? ✓
- Shareworthy? ✓
- **Effective** X

# Behavioural Change Models

## Proven Models

- Protection Motivation Theory
- Theory of Planned Behaviour
- Health Belief Model
- Theory of Reasoned Action
- Theory of Flow
- Transtheoretical Model
- Language of BCTs

## NUDGE

- Pre-contemplation
- Contemplation
- Preparation
- Action
- Maintenance

EVIDENCE  
RESEARCH  
EVALUATION



# Neuroscience and Somatic Markers

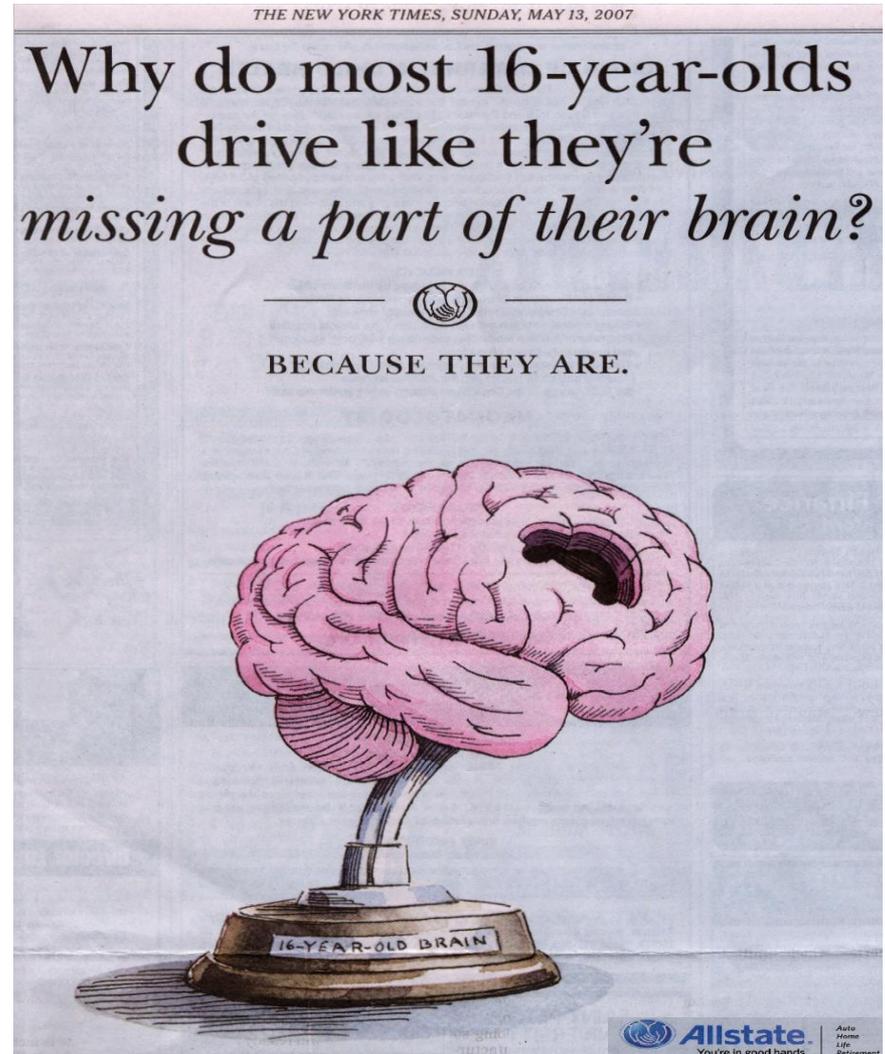
## Cognitive Functions of the Prefrontal Cortex

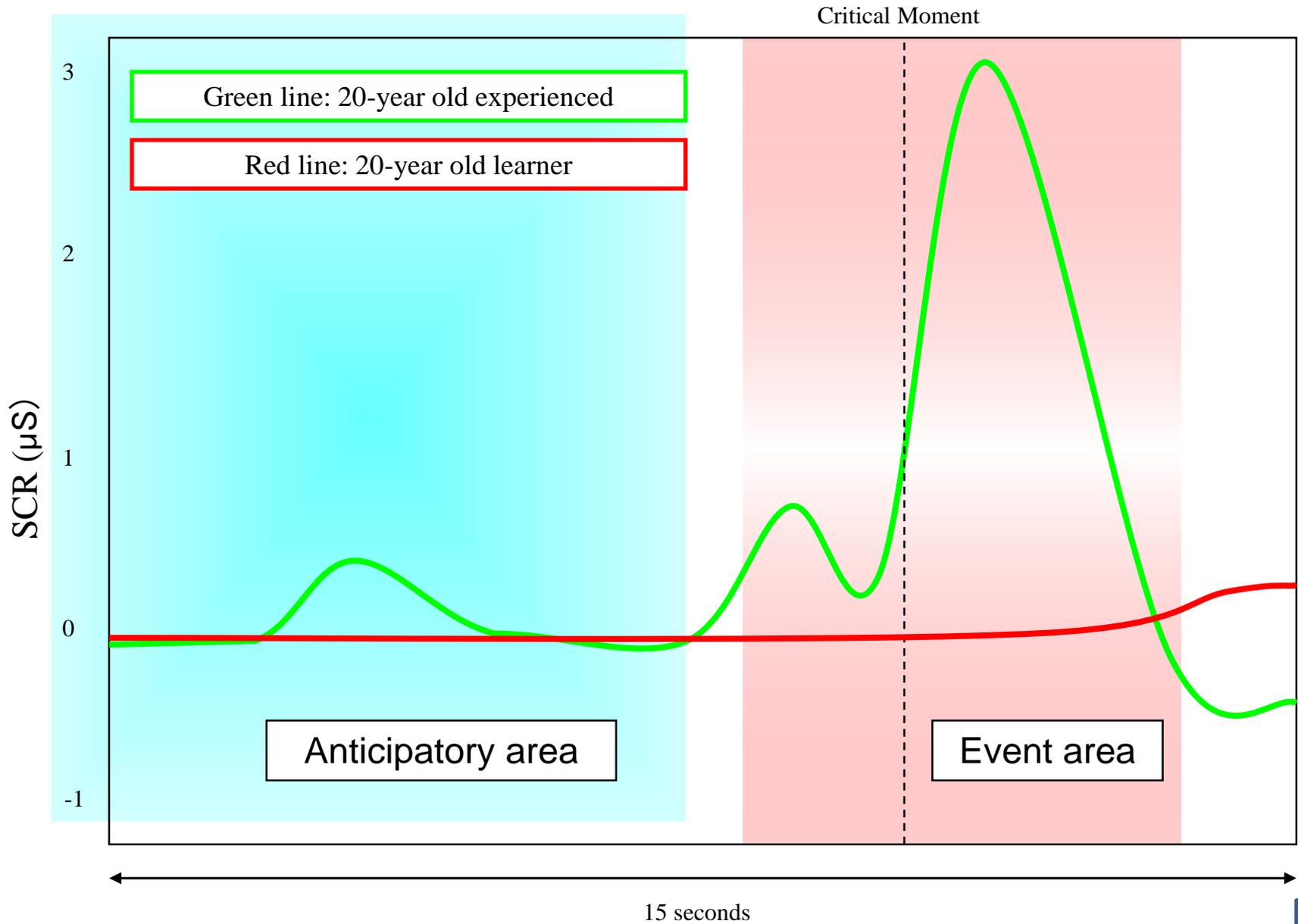
- The ability to recognise future consequences resulting from current actions
- Experiential learning by associating feelings and emotions to events

## ■ The Amygdala

- Memory of Fear

- [Sad Sweet Dreamer](#)





# Doctor, Doctor, cant you see..... It's a public health issue

- 2017
  - 146 deaths
  - 1,589 serious
  - 7,693 slight
  - 9,428 total casualties

In any other walk of life .....

..... It's an epidemic



# Early Years are Vital

## Jesuits

Give me the child, and  
I will mould the man.

Give me the child for  
seven years, and I will  
give you the man.

Give me the child till the  
age of seven, and I will  
show you the man.

## United Nations

To be effective, road safety  
education shall be provided  
on a systematic and  
continuous basis in pre-  
school establishments,  
primary and secondary  
schools, within out-of-  
school activities and places  
of further education.”



**“WHAT OUR CHILDREN  
LEARN NOW, COULD LAST  
THEM A LIFETIME”**

**Road Safety within Curriculum  
for Excellence 2018-19**



# Safe Drive Stay Alive (et al)

- Popular
- Partnership exemplar
- Collective expertise
- Captive audience
- Emotional hook
- **Well-received**
- Halo effect
- Effectiveness
- Robust evaluation
- First, do no harm
- **Unintended consequences**
- Plausible or valuable



# PERCEPTION versus REALITY

- Does somebody have to be here killed before you do anything about it!
- Media Hype
- Pressure from political masters, neighbours, spouse, family, friends, etc
- School gate parking



# The Framework and Mid-term Review

- Original 8 priority areas
- 96 commitments
- Reviewed 2015/16
  - Original aspirations still relevant, but
  - 3 Priority Focus Areas
    - Speed and Motorcyclists
    - Pre, Young, and Older Drivers
    - Pedestrians and Cyclists (VRUs)
  - Safe System approach

Next steps .....towards 2030?



We may think

We have to do something!

We should think

Have we something to do?

**Primum non nocere**